

Anna Bartnik

## Hispanics in the 2012 Presidential Elections

On November 6, 2012 the battle was over. After an exhausting neck-to-neck race, Barack Obama and Mitt Romney were able to focus on new challenges. President Obama, having won the chance to serve another term, had the opportunity to fulfill promises made during his first four years in the White House. He had made a promise of comprehensive immigration reform that was eagerly expected by minority groups living in American society. Since the 2008 presidential elections, minorities have been an important part of the electorate. Hispanics have become the most significant among them. According to data, Latino voters constitute 9 percent of the electorate. Their support for Obama–Biden was twice as strong as for McCain–Palin, 67% versus 31% (Lopez 2008). This is not surprising, as Latinos traditionally favor Democrats. But winning in Florida, a state known for its strong Hispanic presence, became important for Republican candidates. Barack Obama won 57% of the Latino vote in Florida, one percent more than President Bush in the 2004 presidential elections. Nationwide, Hispanic voters were also more democratic in 2008 than four years earlier (Lopez 2008). The midterm non-presidential elections were important, as they revealed the growing number of Latino elected officials nationwide. In the past 15 years, the number of Hispanics serving in elected offices has constantly grown. The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund reported almost 6,000 Latinos being elected to various state and federal offices. Among them there were two U.S. senators, and 17 Democrat and 7 Republican representatives. In 2010, 43 states had Hispanic officials in their history (NALEO <http://www.naleo.org/directory.html>, accessed: December 2, 2012). Keeping in mind the numbers highlighting Latino electoral power, during the 2012 presidential race campaign, Hispanics became the subject of intensified attention. Flipping through newspapers or surfing the internet, one could see many headlines referring to Latinos and the forthcoming presidential elections. One of the most well-known magazines, *Time*, chose

the problem of Latino electoral participation as its cover story. The editor, Rick Stengel, said that for the first time in their history they had a Spanish sentence as their cover line (*Time*, March 5, 2012). The idea was to draw readers' attention to the growing power of the Latino electorate. The authors were trying to answer a question that Americans were asking more and more often whether Latino voters would be an important group in presidential elections. *Time* magazine was not the only media that focused on Hispanics. Ranging from TV stations through daily newspapers to women's magazines, there were many debates, articles and commentaries dealing with Latinos and their electoral power. It is not surprising that important media such as CNN, NBC, *The Wall Street Journal*, *The New York Times*, etc. were discussing political questions and problems. But the fact that magazines such as *Glamour* and *Latina*, which usually focus on fashion, social and health topics, decided to focus their readers' attention on issues connected with the Hispanic electorate was meaningful. Firstly, it meant that American public opinion had started to notice the growing Latino influence in their society. Secondly, it indicated that Hispanics as a minority group were taking the next step on their way to achieving political success. Both magazines mentioned above discussed young and women voters' potential influence on the presidential elections. Viviana Hurtado, in her article (*Latina* 2012), presented the role of young Latinos. According to data released by The Pew Hispanic Center (Lopez, Motel, Patten 2012), they are important as voters since Hispanics between 18 and 29 years old comprise one-third of eligible Latino voters. It is the highest number compared with whites (19%) and blacks (25%). Women voters are predicted to have a significant share in an election victory. Researchers say that their turn-out is higher than men, and they more often decide to go to the polls. Lynda Lopez cites Professor Victoria Soto from the University of Texas who says about the phenomenon of "Mama Latina":

If you're a woman, and especially a Latina, and ever felt that you're just one vote, so yours wouldn't matter, you've never had more of a chance to show that to be wrong than in this election. Latinas are even credited with being able to drive the votes of other members of their families – a Latino family will go the way the woman in their family goes (*Glamour* 2012).

## Latinos in numbers

To understand the pre-election turmoil related to Latinos it is necessary to focus on some numbers describing this minority group living in American society. One of the most important sources of information on the Hispanic

population is the 2010 Census. Data gathered by the Census Bureau refers to people defined as Latinos or Hispanics (used interchangeably). This definition is based on respondents' self-identification and means that the group of people who consider themselves of Hispanic origin differ in many ways. They have different places of birth, some of them are born in the U.S., some in Latin American countries. They have different skin color, from a Caucasian appearance to Black. They also vary according to their immigration status, and lifestyles. On the other hand, there are many similarities in their characteristics. Among these, there is the level of education. Hispanics as a group are less educated than other minorities living in the USA, as their rate of school drop-outs is higher than in other populations. Latinos usually become accustomed to American reality very quickly. In the second generation they are mostly bilingual. As their immigration to the U.S. is defined as "a chain model of immigration", it explains the characteristic pattern of Latino destinations. They traditionally choose places inhabited by large Hispanic communities. On the other hand, a new trend has been observed since 2000. Many states where the Latino population was previously small have been experiencing a growing number of residents of Hispanic origin within their borders. And this has caused many changes.

According to the 2010 census, white Americans are still the majority in the United States. However, other important information can be gained from the census data. The Hispanic population living in the USA is growing very fast. Researchers say that white Americans may not keep their dominant position much longer, as they are rapidly being overtaken by Hispanics, and this can have important political consequences (Knickerbocker 2011). Analyzing Hispanic population growth, we can see that only during the last decade it has grown forty-three times faster than the white group. Nowadays, Latinos account for 50 million, and their share in American society rose from 13 in 2000 to 16 percent ten years later. The Hispanic population grew by 43 percent, which was four times the growth of the total population (Ennis, Ríos-Vargas, Albert 2011). This means that today one out of six Americans is Hispanic. The Pew Hispanic Center (which is a non-partisan research center) projects that by 2050 Hispanics will make up a third of the U.S. population. The number of Latinos living in the USA at that time may even be higher, as the researchers' assumptions were quite wary. Jeffrey Passel, co-author of the report, said that they were assuming that the rate of immigration would stay roughly constant (El Nasser 2008). Contrary to popular belief, the level of immigration is not the most important factor that is responsible for the Hispanic population growth. However, it should not be overlooked, as it mingles with other factors. Even if immigration is limited, Latinos' share of the American population will be higher. Researchers point out that high birth rates are

the main reason. Among other racial groups living in the USA, Hispanics lead in the data concerning fertility rates. Immigration also contributes to higher birth rates, as foreign-born women usually have more children than women born in the United States. According to data from the last decade, most growth in the Latino group was due to births, not immigration (Passel, Livingstone, Cohn 2012).

When dealing with the issue considered in this article, which is Latino electorate power, it is important to also focus on the geographic distribution of the Hispanic population. In 2010, 41 percent of Latinos lived in the West and accounted for 29 percent of the population of that region. It is the only area where Hispanics exceeded the national level of 16 percent. The second is the South, where the Latino population equals the national percent (Ennis, Ríos-Vargas, Albert 2011: 2). Both regions are traditional places of Hispanic destinations in the USA and the number of Latinos living there continues to grow. But new trends are being observed which show a rapidly increasing number of Hispanics in places where this population has not been large, so far. The Latino population more than doubled in the southeast. Alabama, Arkansas, Kentucky, Mississippi, North Carolina, Tennessee, South Carolina, Maryland and South Dakota are states where the Latino population significantly grew in numbers, but still remains at a level far below the national level. From the point of view of elections, these states are not worthy of attention, according to the Hispanic electorate. Hispanic voters are important in the states where their numbers are the highest: California, Texas, Florida, New York, Illinois, Arizona, New Jersey, and Colorado. These eight states have populations of which 75 percent are Hispanics (Ennis, Ríos-Vargas, Albert 2011).

## The Latino electorate

All of the numbers presented above suggest the real power of Latinos in American society. As the largest minority group living in the United States and growing in numbers very fast every year, they seem to be influential. Besides, the media attention focused on Hispanic voters has incited a common belief in the strong political power of that group. When attempting to answer questions posed by the media such as: "Why Latinos are key in election?" (CNN, October 1, 2012, <http://edition.cnn.com/2012/10/01/opinion/navarrette-latino-vote/index.html>), "Why Will Latino Voters Swing the 2012 Election?" (*Time Magazine*, March 5, 2012, <http://www.time.com/time/magazine/article/0,9171,2107497,00.html>), etc., one should first consider the

basic fact that not all adult Hispanics living in the USA are eligible to vote. Contrary to the impressive numbers describing the overall population, data connected with a particular group, Latino voters, is not as striking. A huge number of Hispanics are people who do not have regulated immigration status. Secondly, even those who are legally living in the USA and have the right to vote do not always use it. According to overall data, in 2012 nearly 10 percent of all voters were Hispanic, which is one percent more than four years ago. Looking only at percentages it is not as impressive as the number showing that since the last presidential election, 2 million more people have decided to vote. Moreover, the number of Latino voters has been steadily growing. It means that in the near future Hispanics might be an important electoral population. They have already become a significant group of voters in the states where their numbers are high. New Mexico, Texas, California, Nevada and Colorado are among them.

**Table 1.** Estimated Latino eligible and registered voter population for November 2012

State	% Latinos among the state's eligible population	% Latinos among all registered voters
New Mexico	42.5	40.4
Texas	33.7	25.9
California	27.1	26.2
Arizona	21.3	15.9
Florida	19.2	18.6
Nevada	17.3	15.2
New Jersey	15.5	12.3
Colorado	13.4	10.6
Connecticut	11.8	9.8
New York	11.3	11.5

Source: Estimated by Matt A. Barreto, *Latino Decisions. Growth Patterns Calculated and Estimated for 2012*, Based on November CPS Data Points by State from 1996-2008 as well as 2010 Census, March 31, 2011, <http://www.latinodecisions.com/blog/2011/03/31/where-latino-votes-will-matter-in-2012/>. Accessed: December 17, 2012.

The top five states are not a surprise as they are considered “traditional” Latino states, where historically the Hispanic population has been numerous. Researchers pay attention to states that are not so obvious. They have recently

been gaining in Latino population and building a significant group of eligible Hispanic voters. In Connecticut, Georgia, Pennsylvania, Wisconsin and Massachusetts Latinos account for more than 5 percent of eligible voters. Since 2000 the Hispanic population has grown in Georgia by 96 percent, and in Wisconsin by 74 percent (Barreto 2011).

There were five states where the Hispanic share of voters in presidential elections was higher than the national average. Among them, Nevada, Florida and Colorado were considered “battleground” states as their support for the Democratic or Republican Party very often changed. In the American electoral system, the so-called “swing states” are closely observed because their sympathy for the two main parties is very unstable. This is why during federal elections these states are the most important.

**Table 2.** Hispanic share of voters in presidential elections, 2004-2012 (% of voters who are Hispanic)

State	2004	2008	2012
New Mexico	32	41	37
Arizona	12	16	18
Nevada	10	15	18
Florida	15	14	17
Colorado	8	13	14
Total U.S.	8	9	10

Source: Pew Hispanic Center analysis of 2012, 2008 and 2004 National Election Pool national exit poll and state exit poll results, Pew Research Center, [http://www.pewhispanic.org/files/2012/11/2012\\_Latino\\_vote\\_exit\\_poll\\_analysis\\_final\\_11-09.pdf](http://www.pewhispanic.org/files/2012/11/2012_Latino_vote_exit_poll_analysis_final_11-09.pdf). Accessed December 17, 2012.

In Colorado about 14 percent of the state’s registered voters were Latino. In 2010, Democrat Michael Bennet won his U.S. Senate race in large part by winning more than 8 out of 10 Hispanic voters. But looking at President Obama’s campaign efforts in this state, it was clear that he was not sure of winning. He visited Colorado several times, had 13 offices there and worked hard to strengthen support for him. Barack Obama’s efforts paid off. He won 75 percent of the Latino vote in Colorado, even better than in 2008 when 61 percent of Hispanic voters supported him (Lopez, Taylor 2012: 5).

In Nevada, nearly 18 percent of the state’s voters were of Hispanic origin. In 2010, Nevada’s citizens decided to choose Brian Sandoval as their governor. He is a Republican, which is one of the reasons why he won only 33 percent of the Latino vote. Mostly democratic in their views, Hispanics did not

decide to support the Republican candidate. In 2012 Obama won, but was not able to gain as much support as four years earlier. He won 70 percent of the Hispanic vote in 2012 and 76 percent in 2008 (Lapan 2012).

Florida was the greatest challenge for Obama. It was the only state where Mitt Romney had a significant number of Hispanic voters in his Republican primary. The Cuban population living in Florida tend to support Republicans more often than Democrats. In 2012 this group was divided in their sympathies. According to the Florida exit polls, 49 percent supported Obama and 47 percent voted for Romney. Among non-Cuban voters, support for Obama was almost twice as strong as for Romney – 66 versus 34 percent (Lopez, Taylor 2012).

Another very important issue besides the number of eligible Latino eligible voters that can significantly influence the election result is the Hispanic turnout. All of the data presented above is impressive, and suggests the real power of Latino voters. The basic question that needs to be answered in order to verify projections based on the above-mentioned data is how many Hispanics are ready or willing to take part in an election. In contrast to the growing numbers of Latinos living in the United States, the number of Hispanic registered voters is declining. A poll conducted a year before the election revealed Hispanic attitudes. More than half of registered Latino voters (56%) stated that they had given little or no thought to the candidates running for president (Lopez, Gonzalez-Barrera, Motel 2011). A significant national decline in Latino voter registration was observed in 2009-2010. The authors of a report by the William C. Velazquez Institute titled “Recent Trends and Challenges for the Latino Vote” ([http://www.wcvi.org/press\\_room/press\\_releases/2012/120308\\_release.pdf](http://www.wcvi.org/press_room/press_releases/2012/120308_release.pdf), accessed: December 23, 2012) pointed out residential mobility as well as unemployment and mortgage foreclosures among the main reasons. Popular beliefs were indicated as at least four of the main causes of the decline. One of them was the recession. Hispanics who had lost their jobs were moving to new places in search of work. This was the most serious problem they had to face and is why they did not have time, nor the desire to maintain their voting registration. Another important issue was disappointment with Obama’s policy. He had failed to keep his promises made at the beginning of his first term, most of all concerning immigration reform. Furthermore, the age of the Latino population was considered the weak link. One third of the nation’s eligible Hispanic voters are between 18-29. Younger voters have historically been uninterested in politics. At the end of this list of reasons was the fact that new registration and voter identification laws are considered by many Latinos as an obstacle.

Nine “Latino states”, especially, experienced significant declines in the number of Hispanic registered voters during 2009-2010: California, Texas,

Nevada, Florida, Washington, New Mexico, Michigan, New Jersey, and Pennsylvania. Three more states – New York, Illinois, and Colorado – experienced a flat or no-growth situation. Moreover, researchers say that for the first time since the 1970s, Latino voter registration did not grow in consecutive non-presidential cycles. Based on these observations, the authors of the William C. Velazquez Institute's report predicted that national Latino turnout would be no higher than 10.5 million votes cast. In November 2012, Hispanics surprised the researchers and turned out in record numbers. It was an obvious success of Hispanic organizations working hard during the campaign period on Latino mobilization. Clarissa Martinez De Castro, a top official of one of them – the National Council of La Raza – proudly stated “*Latino voters confirmed unequivocally that the road to the White House passes through Latino neighborhoods*” (Preston, Santos 2012).

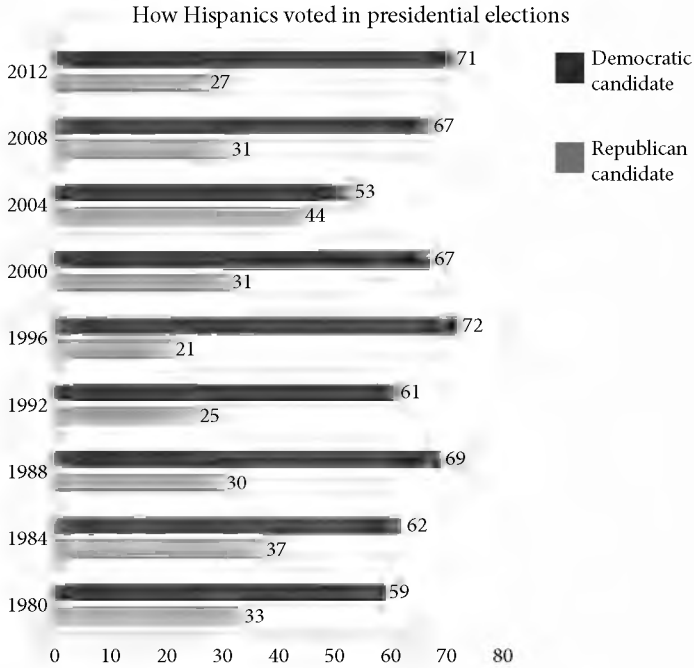
## Obama or Romney – who seemed to be the best?

Before the election, many researchers and commentators discussed the role of Hispanics in this process. They agreed that the importance of Latino voters stemmed from the fact that neither party had “captured their hearts” yet. They usually favor Democrats. Looking back at previous presidential elections (diagram below) only once, in 2004, were their chances aligned. At that time, George W. Bush received 44 percent of the Hispanic vote and his rival only 9 percent less.

Considering the way in which the Republicans have elected Hispanics to higher offices at the national level, we can say that they have achieved some success. There were five sitting Latino senators and governors, four of which were Republicans. Other GOP milestones were the first Hispanic governor of Nevada, the first elected Latina governor of any state (New Mexico) and an increase of Republican Latino members of Congress from 3 to 7 (Vargas 2012). This has led many researchers to think that perhaps President Ronald Reagan was correct in saying that Hispanics were Republicans who just did not know it yet (King Jr. 2012).

The election year of 2012 was not easy for Obama and the Democrats. Latino support was not so obvious. Many of them were disappointed with President Obama who had not proposed immigration reform and had dramatically increased deportations. On the other hand, Latinos had no choice, as the only other option was the candidate of the Republican Party, known for its tough stance on illegal immigrants. This meant that Hispanics have become more open to what the parties wanted to offer. According to common belief,





Source: prepared by the author, based on: CNN 2012 Election Center, <http://edition.cnn.com/election/2012/ecalculator/#?battleground>, accessed: December 22, 2012; S. Page, *Latinos Strongly Backing Obama*, USA Today, June 25, 2012, <http://usatoday30.usatoday.com/news/politics/story/2012-06-24/Hispanic-voters-Obama-Romney-election/55796866/1>, accessed: December 22, 2012; M.H. Lopez, P. Taylor, *Latino Voters in 2012 Election*, The Pew Hispanic Center, November 7, 2012, [http://www.pewhispanic.org/files/2012/11/2012\\_Latino\\_vote\\_exit\\_poll\\_analysis\\_final\\_11-09.pdf](http://www.pewhispanic.org/files/2012/11/2012_Latino_vote_exit_poll_analysis_final_11-09.pdf), accessed: December 20, 2012.

immigration is the most important issue that shapes Latino political sympathies. But this simple thought is not exactly right. Studying data describing Hispanic attitudes toward various issues, it is clear that there are differences among them that result from the level of acculturation of the members of this population (Branton 2007: 293). Researchers from the Pew Research Center revealed data confirming this. Immigration is an important issue, but not the priority. Among Latinos living in the USA and having adjusted immigration status, this issue is placed on the lower levels of interest. These people, who are more assimilated into American society, tend to support issues strictly connected with their everyday lives, such as employment, education, health care, taxes or even the federal budget deficit, rather than immigration (Lopez, Gonzalez-Barrera 2012: 25). It is only a marginal area of interest, supported rather by empathy for those relatives and friends who were, or are, having

troubles with the U.S. immigration system. Hispanic attitudes are also built on an assessment of their position in American society. Half of them believe that the economy has hurt Latinos more than other groups. Almost 60 percent have a household member who has been unemployed and looking for a job in past year. 75 percent stated that their personal finances were in “only fair” or “poor” shape (Taylor, Lopez, Velasco, Motel 2012: 4). This is considered one of the main reasons why Hispanics do not go to the ballots. They are focused on their everyday problems: traveling across the country to find work and a better place to live, they do not keep their voting registration alive.

Despite the fact that the immigration issue is not the most important to Latino registered voters, Hispanics as a group living in the USA are sensitive to any steps that the administration takes in this field. During the presidential campaign, both candidates had to face many tough immigration questions. President Obama lost his credibility when his first term was about to end and he had not proposed the immigration reform he had promised before taking office. Moreover, during the three years of his term, he deported more illegal immigrants than any president since the 1950's, which is more than a million (Preston, Cushman Jr. 2012). Afraid of losing the support of disappointed Latino voters, he worked very hard to gain additional points in the presidential race. He made a decision to allow hundreds of thousands of undocumented immigrants to stay in the USA and work. The so-called “mini DREAM Act” or “DREAM Act light” is legislation that defers the threat of deportation of undocumented immigrants who can prove that they had come to the United States before they turned 16 and are currently younger than 30. They also need to prove that they have been in the U.S. for at least five continuous years, have no criminal record and graduated from a U.S. high school (or earned a GED) or served in the military. It meant that right after passing this legislation about 1.3 million undocumented immigrants under the age of 31 would become eligible to adjust their immigration status, and, according to estimates, another half million would also be eligible in the next few years, just after reaching the age of 15, the minimum age for the designation (Grant 2012).

President Obama's idea was immediately criticized by the Republicans. Lamar Smith, Republican House Judiciary Committee Chairman, pointed out the weak points in Obama's legislation. He said that the lack of specific standards stating exactly who would be eligible was an invitation to fraud.

President Obama's amnesty only benefits illegal immigrants, not Americans, and is a magnet for fraud. Many illegal immigrants will falsely claim they came here as children and the federal government has no way to check whether their claims are true. And once these illegal immigrants are granted deferred action, they can then apply for a work permit, which the Administration routinely grants 90% of the time (Congress-

man Lamar Smith's official webpage, <http://lamarsmith.house.gov/news/documentsingle.aspx?DocumentID=299635>, accessed: December 29, 2012).

The same opinion was shared by Mitt Romney, who renewed his promise to veto DREAM Act and called Arizona's immigration law (Support Our Law Enforcement and Safe Neighborhoods Act = Arizona SB 1070) a national model. This law added to federal immigration regulations new state requirements. If the new law became operational, the life of undocumented immigrants in Arizona would become unbearable by the instant threat of their immigration status being discovered, and deportation (however, the U.S. Supreme Court has announced the toughest parts of Arizona law unconstitutional, so far). The Republican candidate also proposed so-called "self-deportation", which meant making life so difficult for undocumented immigrants that they would see few or no options except to leave the country.

Building their campaign strategy according to Hispanics, Republicans were trying to win their votes, but not hard enough. They assessed their chances very realistically. Historical data showing constant Latino support for Democrats was evident proof of their weak chances. Hence, Republicans, in contrast to a competitive party, did not pay for pro-Romney ads on Spanish networks from the very beginning of the campaign. Their rivals, the Democrats, spent hundreds of thousands of dollars advertising on Latino TV stations, mainly in the battleground states. But even if Republican efforts were not impressive, they were unprecedented in the historical context. Republicans seemed to try to attract Hispanic voters, especially in Florida, exposing Marco Rubio – a U.S. senator for Florida of Cuban origin. In June 2012, Mitt Romney announced that Senator Rubio was being thoroughly vetted as possible vice-president. He finally chose Paul Ryan as his official nominee two months later, but Marco Rubio has remained an important Latino politician among Republicans. They also used Mitt Romney's son Craig, who is fluent in Spanish and was a missionary in Chile, to speak on his father's behalf at the Republican National Convention and on a few other occasions. He also narrated Spanish-language TV and radio advertisements, and campaigned for his father in Nevada. But their anti-immigration positions and not pro-minorities political program was a tough obstacle to overcome.

The election day was the best test for all Democrat and Republican attempts to win Hispanic voters. It was the day when Republicans understood that the demography factor has changed, and that having the support of the white part of American society is not enough. Nowadays, to win elections means to win minority votes.

## References

- Barreto, M., 2011, *Where Latino Votes Will Matter in 2012*, Latino Decisions, March 31. Retrieved 17 December 2012 from <http://www.latinodecisions.com/blog/2011/03/31/where-latino-votes-will-matter-in-2012/>.
- Branton, R., 2007, Latino Attitudes Toward Various Areas of Public Policy: The Importance of Acculturation, *Political Research Quarterly*, Vol. 60, No. 2 (June). Retrieved 21 October 2012 from <http://www.jstor.org/stable/4623830>.
- El Nasser, H., 2008, U.S. Population to Triple by 2050, *USA Today*, February 12. Retrieved 15 December 2012 from [http://usatoday30.usatoday.com/news/nation/2008-02-11-population-study\\_N.htm](http://usatoday30.usatoday.com/news/nation/2008-02-11-population-study_N.htm).
- Ennis, S.R., Ríos-Vargas, M., Albert, N.G., 2011, *The Hispanic Population: 2010*, U.S. Census Bureau, May. Retrieved 15 December 2012 from <http://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf>.
- Grant, D., 2012, Obama's "Dream Act": How It Will Work Is Still a Work in Progress, *The Christian Science Monitor*, July 8. Retrieved 27 December 2012 from <http://www.csmonitor.com/USA/Politics/2012/0807/Obama-s-DREAM-Act-How-it-will-work-is-still-a-work-in-progress>.
- Hurtado, V., 2012, *Election 2012: Do Young Latinos Hold the Key?*, Latina, June 14. Retrieved 2 December 2012 from <http://www.latina.com/lifestyle/our-issues/election-2012-latino-youth-vote>.
- King Jr., N., 2012, Lost in Translation: GOP Struggles with Hispanics, *The Wall Street Journal*, March 9. Retrieved 22 December 2012 from <http://online.wsj.com/article/SB10000872396390444082904577605824074935132.html>.
- Knickerbocker, B., 2011, Census Data Show Hispanic Boom. How It Could Impact US Politics, *The Christian Science Monitor*, March 24. Retrieved 10 December 2012 from <http://www.csmonitor.com/USA/Society/2011/0324/Census-data-show-Hispanic-boom.-How-it-could-impact-US-politics>.
- Lapan, T., 2012, Election Outcome Shows Hispanic Influence Growing in Nevada, U.S., *Las Vegas Sun*, July 11. Retrieved 20 December 2012 from <http://www.lasvegassun.com/news/2012/nov/07/hispanic/>.
- Lopez, L., 2012, Election 2012: Latinas, You're a BIG Deal... Especially in November, and Here's Why, *Glamour*, June 25. Retrieved 7 December 2012 from <http://www.glamour.com/inspired/blogs/the-conversation/2012/06/election-2012-latinas-youre-a.html>.
- Lopez, M.H., 2008, *How Hispanics Voted in the 2008 Election*, The Pew Hispanic Center, November 7. Retrieved 26 November 2012 from <http://pewresearch.org/pubs/1024/exit-poll-analysis-hispanics>.
- Lopez, M.H., Gonzalez-Barrera, A., 2012, *Latino Voters Support Obama by 3-1 Ratio, But Are Less Certain than Others about Voting*, The Pew Hispanic Center, October 11. Retrieved 27 December 2012 from [http://www.pewhispanic.org/files/2012/10/2012\\_NSL\\_latino\\_vote\\_report\\_FINAL\\_10-18-12.pdf](http://www.pewhispanic.org/files/2012/10/2012_NSL_latino_vote_report_FINAL_10-18-12.pdf).
- Lopez, M.H., Gonzalez-Barrera, A., Motel, S., 2011, *As Deportations Rise to Record Levels, Most Latinos Oppose Obama's Policy*, The Pew Research Center, December 28.

- Retrieved 23 December 2012 from <http://www.pewhispanic.org/files/2011/12/Deportations-and-Latinos.pdf>.
- Lopez, M.H., Motel, S., Patten, E., 2012, *A Record 24 Million Latinos Are Eligible to Vote, But Turnout Rate Has Lagged That of Whites, Blacks*, The Pew Hispanic Center, October 1. Retrieved 7 December 2012 from [http://www.pewhispanic.org/files/2012/10/trends\\_in\\_Latino\\_voter\\_participation\\_FINALREVISED.pdf](http://www.pewhispanic.org/files/2012/10/trends_in_Latino_voter_participation_FINALREVISED.pdf).
- Lopez, M.H., Taylor, P., 2012, *Latino Voters in 2012 Election*, The Pew Hispanic Center, November 7. Retrieved 20 December 2012 from [http://www.pewhispanic.org/files/2012/11/2012\\_Latino\\_vote\\_exit\\_poll\\_analysis\\_final\\_11-09.pdf](http://www.pewhispanic.org/files/2012/11/2012_Latino_vote_exit_poll_analysis_final_11-09.pdf).
- Page, S., 2012, Latinos Strongly Backing Obama, *USA Today*, June 25. Retrieved 22 December 2012 from <http://usatoday30.usatoday.com/news/politics/story/2012-06-24/Hispanic-voters-Obama-Romney-election/55796866/1>.
- Passel, J., Livingstone, G., Cohn, D., 2012, *Explaining Why Minority Births Now Outnumber White Births*, The Pew Research Center, May 17. Retrieved 15 December 2012 from <http://www.pewsocialtrends.org/2012/05/17/explaining-why-minority-births-now-outnumber-white-births/>.
- Preston, J., Cushman Jr., J.H., 2012, Obama to Permit Young Migrants to Remain in U.S., *The New York Times*, June 15. Retrieved 30 December 2012 from <http://www.nytimes.com/2012/06/16/us/us-to-stop-deporting-some-illegal-immigrants.html?pagewanted=all&r=0>.
- Preston, J., Santos, F., 2012, A Record Latino Turnout, Solidly Backing Obama, *The New York Times*, July 11. Retrieved 23 December 2012 from [http://www.nytimes.com/2012/11/08/us/politics/with-record-turnout-latinos-solidly-back-obama-and-wield-influence.html?\\_r=0](http://www.nytimes.com/2012/11/08/us/politics/with-record-turnout-latinos-solidly-back-obama-and-wield-influence.html?_r=0).
- Taylor, P., Lopez, M.H., Velasco, G., Motel, S., 2012, *Hispanics Say They Have the Worst of a Bad Economy*, The Pew Hispanic Center, January 26. Retrieved 27 December 2012 from [http://www.pewhispanic.org/files/2012/01/NSL-2011-economy-report\\_3\\_22\\_FINAL\\_REVISED.pdf](http://www.pewhispanic.org/files/2012/01/NSL-2011-economy-report_3_22_FINAL_REVISED.pdf).
- Time*, March 5, 2012, Vol. 179, No. 9.
- Vargas, A., 2012, *NALEO Educational Fund Election 2012 Briefing*, October 10. Retrieved 22 December 2012 from <http://www.naleo.org/latinovote.html>.